

Built-ins attract large crowds to demonstration house in Dubuque



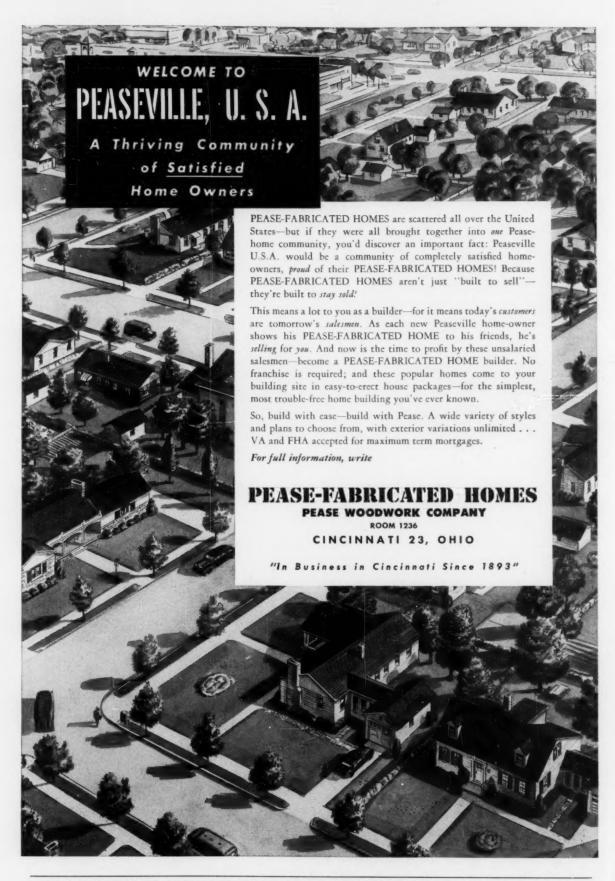




Optimistic realtors exchange new business-building ideas

REAL ESTATE and BUILDING

DECEMBER * 1952



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say... "O'll take it!"

This photograph was snapped one Sunday afternoon in April of this year in R. O. Smithson Jr.'s new Conant Village development in Beverly, Massachusetts.

The people in these cars were not just snooping. They came out to look at houses and to buy houses. Within the next few days, a total of 47 people said, "I'll take it!"

What makes this success story even more interesting is the fact that new houses near by—which had been on the market for several months—were NOT selling!

Why did everybody prefer Mr. Smithson's houses?

Let Mr. Smithson tell you. His experience may help you to sell houses faster, too.

"Anybody with two eyes in his head," says Mr. Smithson, "can see that the place a woman starts for almost as soon as she sets foot into a house is the kitchen.

"Our prospects are delighted not only to see the fine array of General Electric Appliances in our \$14,500 home, but to know that the monthly outlay for them is no more than a typical telephone bill!

"You see, the cost of these G-E Appliances is figured over a long-term mortgage, and the actual cost to the homeowner is less than \$5.00 a month, a sum they can easily afford!

calls back, too!

"Furthermore," says Mr. Smithson, "I've been calling back on the people who bought my houses to find out whether they are *completely* happy with their new G-E All-Electric Kitchens.

"These call-backs convince me, more than ever, that not only is it good business to include G-E Appliances in my new homes, but for the long-range outlook it's one of the smartest things a builder can do today!

"I wouldn't think of putting up houses today without a G-E Kitchen."

a suggestion for you

We would like to work hand-in-hand with you to achieve similar results for you in *your* area. We can help you *pre-sell* your houses just as we have for so many other builders throughout the United States.

Get complete facts about the G-E Kitchen-Laundry through your local G-E distributor, or write to the Home Bureau, General Electric Company, Louisville 2, Kentucky.

GENERAL DE ELECTRIC

a G-E Kitchen. Here you see him calling back to get her reactions.



"So easy just to sit here and watch this G-E Rotary Ironer do the clothes in a fraction of the time it used to take. Most all my friends want G-E Appliances, too!



"This G-E Range is so much cooler than the old stove I had to pamper! So easy to use, and so easy to keep clean, too. You couldn't have picked a better range, Mr. Smithson!



"It was nice to know when we signed up for the house that we wouldn't have to spend a lot of money for an automatic washer or other necessary labor-saving appliances!"



Mr. Smithson knows that when he sees a G-E emblem on a water heater, refrigerator, or any other appliance, he can rest assured that it's reliable. G.E. is famous for its dependability.



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Modern Homes are skillfully and attractively designed to present a conventional appearance comparable to the better architect-designed, site-built homes. They provide discriminating builders with fine homes which cost less because of savings through volume buying, pre-fabrication and fast completion on the site. The scientific workmanship and good materials in every Modern Home guarantee complete satisfaction. Choose Modern Homes for your next building project.

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Combinations to fit any kitchen you plan Plus exclusive convertibility feature

 American-Standard, maker of the finest kitchen sinks, now offers you smartly-styled cabinets in a variety of combinations to fit your plans exactly.

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American-Standard cabinets are made of heavy gauge furniture steel, bonderized for long life. Highest quality synthetic enamel gives a glossy white finish that stays new-looking.

Attractive, work-saving American-Standard cabinets have the features prospective home buyers want. So include popular American-Standard sinks and cabinets in the houses you build—and let them help you sell.

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REAL ESTATE and BUILDING

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THE JOURNAL REPORTS

Business Looks Good in '53

Restrained optimism which was evident at the realtors' convention in Miami last month existed throughout business in general during recent weeks. Employment, personal incomes, and industrial production are up — indicators for a healthy real estate market at the start of the new year.

This is backed up by findings of the annual survey made by the Federal Reserve Board which show that there are now 1.3 million families who intend to buy or build new homes. It also shows that 800,000 families are now planning to buy existing homes. The total of these two figures exceeds by 100,000 the number of families who in 1951 planned to buy or build.

Realtors, home builders, and those allied to the real estate field are anxious to learn what the policies of the Eisenhower administration will be on public housing and price, credit, and rent controls. Washington observers say the new group takes a dim view of present policies in these fields. However, the observers expect no sweeping changes in direction — it's only a matter of degree. For example, little change is expected in the basic policies of the Federal Housing Administration, Housing and Home Finance Agency, and the Federal National Mortgage Association. The emphasis will be placed on streamlining, consolidating, and economizing.

According to Congressman Jesse Wolcott, Michigan, the new administration may establish a housing program aimed at a goal of a million starts per year for the next four years. Wolcott, speaking before the Midwest Builders Conference in Oklahoma City last month, says the aim of the Eisenhower administration will be to cooperate with the home building and real

Styled by Women to please the "boss"

... NEW Curtis Kitchens



Embodying 53 features women want, the new Curtis woman-planned wood kitchen cabinets fit any size or shape of kitchen.



Here, at last, are kitchens designed and styled by women to please the supreme "boss" of the kitchen-Mrs. Housewife! In the new Curtis kitchens, swing-out shelves, tray units, sliding bins and many other new features combine to make kitchen work easier than it has ever been before. And to top it all, there's fresh, modern designwith flush-surface wood cabinets available either in natural birch or finish coated in white, ready for decorating to suit the owner's taste.



Here are just a few of the reasons why the new Curtis kitchens make such an instant appeal to women



Plenty of room for fruits and vegetables here! See how these sliding bins tilt out for easy access. Bins may also be used for pans or other storage.

> Curtis makes a complete line of architectural woodwork and Silentite windows for homes of all types and sizes. Make your next home "all Curtis,"



What to do with trays and cookie sheets is effectively solved by this Curtis storage unit for vertical filing. Note the convenient sliding tray at top.



The new Curtis cabinets provide space for everything. Here is a special drawer unit, with deep bread drawer.



This wall corner spin shelf puts everything at the housewife's finger tips. It can also be installed in a base corner unit.



Get All of the "News" About the New Curtis Kitchens— Mail the Coupon!

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	booklet on the new Curt
Name	

Address.....State.....



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OFFER CONSTANT IMPROVEMENT IN A CONVENTIONAL
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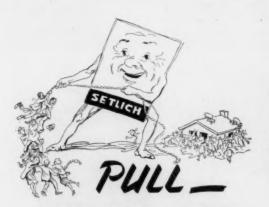
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PROSPECTS WITH A SETLICH SIGN

Want prospects to see your listings? Sure you do! Then pull them in with a Setlich Sign. Years of research and experiment in the real estate field have given Setlich Sign the pattern for producing signs that not only attract prospects but give your company the personal appeal that makes your listings easier to sell.

Your sign represents you, so make sure it reflects quality. Be certain that it has the prospect-pulling ingredients that make Setlich Sign the favorite with real estate men and women everywhere.



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estate industry instead of to compete with it. He says Congress recognizes that the high level of home building in recent years has built a strong economic foundation, and Congress isn't about to destroy that base. But, Wolcott says the government will place the responsibility of housing the nation squarely upon the shoulders of private enterprise. The government will merely assist with any program the industry agrees upon.

VA Interest Rate May Be Boosted

Pressure from leading mortgage leaders and other prominent housing authorities may soon cause the government to boost the GI interest rate up to 41/4%.

VA has doggedly held to the 4% rate in an effort to help the veteran. Actually, however, this rate has harmed the veteran in some cases and in others has cut builders' profits. In such cases, the VA permits builders to resell GI loans at a discount to give the appearance of a higher interest rate. The builder, in order to cover the discount and still make his usual profit, gets a higher GI appraisal and consequently charges the veteran-buyer a higher price for the house. This in effect saddles the buyer with a higher interest rate, but he doesn't know it. In other cases the builder takes the discount out of his profit. The tight mortgage money situation makes him willing to take a cut in order to find a buyer for the loan.

These examples point up the fact that the 4% rate is fast becoming a wolf in sheep's clothing.

Annual Starts Push 1.2 Million

Housing starts hit 101,000 during October, an increase of 3,000 over September and 11,000 over October a year ago, according to preliminary estimates of the Bureau of Labor Statistics. The increase was mostly in private starts, which totalled 100,000 units in October. In nearly all parts of the country new units were being started early last month in numbers equal to or above October's volume. Increased activity was specially marked in cities with population of 250,000 or more.

Total starts so far this year is 966,400 — 10,400 units more than the volume for the first 10 months of 1951, but about 250,000 under the level for the same period in the peak year 1950. Present seasonally-adjusted annual rate is 1,156,000 — just 44,000 short of the 1.2 million-unit ceiling which determines the extent of housing credit controls.

Chamber of Commerce Forms Building Committee

The U. S. Chamber of Commerce has appointed a 34-man Construction and Civic Development Committee for 1952-53, headed by Norman P. Mason, treasurer of the Wm. P. Proctor Co., North Chelmsford, Massachusetts.

The committee includes five Chamber directors and representatives of all segments of the building industry from every section of the country. It will consider such subjects as major factors affecting construction markets, credit and rents, and the planning of private and public construction projects. The committee will also concentrate on a program for more and better apprentice training in the building trades, more intensive research in the construction field, and modernized city planning, zoning, and building codes.

MAKING PEOPLE THIRSTY..

THREE automobile salesmen called on me last week," a friend of ours was saying the other day. "Each one of them offered to drive out a 1953 model and take the family for a ride. They said there was such an improvement in styling, engineering, and whathave-you that I wouldn't be satisfied with my present car. Well, I turned them down. After all, I just got a new car last year. But those new cars are nice looking, aren't they? Oh, I don't need one. Still "

And so this fellow kept arguing back and forth with himself. He won't buy a new car this week. But you can bet that one will be in his garage before many days have passed. The automobile people have made him thirsty. It's just a question now how long before he takes the drink.

We asked this friend of ours how long it had been since a real estate salesman had called him. "I can't remember," he said. "Five years, at least." Yet we've heard this fellow say that his house is getting a little crowded . . . that he could use another bedroom . . . that another bath would come in handy . . . that he'd like to be closer to the high school.

Does that sound familiar? It should. Millions of people feel exactly that way. Compare the sale of automobiles with houses. Certainly a new car is less expensive. Yet those same people, living in a crowded house built in 1930, will sign away a good share of their income for the next couple of years so that their friends will look with envy on their shiny new Buick.

Automobiles are but one example. There are many. The point is, the housing industry is being outsold . . , badly. We haven't made people thirsty enough for a new or different home. And that "we" includes the building supply manufacturers and mortgage bankers as well as the realtors and builders.

Reports were that the housing market was sluggish earlier this year. Some say it still is. What actually is meant is that, using the same old methods and techniques, not as many people were buying homes in 1952 as bought a couple of years ago.

Now the majority of opinion is that we can be cautiously optimistic. It seems to us that there should be bubbling optimism... not because of a new administration, high birth rate, industrial expansion, population shifts, which all point to a bigger and better business. But because of the market we can reach if we make people thirsty to build or buy a new or different home. That's the market that hasn't been touched. That's the market we can go after in 1953.

How do we go about it? First we've got to provide something new, different, and better that they can be thirsty for. Are new homes so expertly styled, so chuck-full of construction and design features that people are dissatisfied with their present homes?

Once we get the product, let's make people want it. Are we using the same, dull, time-worn cliches in our advertising? A "3 rm. bung." doesn't inspire anybody. But when we start talking about the craftsmanship and features that give more convenience, comfort, security, economy, social standing, we're making people thirsty.

The old sales approaches, the out-dated sales kits, the half-hearted methods may have worked all right before, but we're dealing in 1953. Salesmen have got to get out and ring doorbells, find out what people want and need, and then make their mouths water for a larger or smaller, suburban or urban, a better and better house.

We can't afford to be outsold. So let's have an industry-wide effort to make the untapped housing market thirsty for a new home of their own in 1953.

of their own in 1953.

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By BOB FAWCETT, Editor

CAUTIOUS OPTIMISM KEYNOTES REALTOR CONVENTION

AGAINST a backdrop of palm trees and sunny skies, more than 3,000 realtors gathered in Miami Beach last month for the 45th annual convention of the National Association of Real Estate Boards. It was a different type of meeting than the real estate industry has known in some time. The schedule and type of sessions and meetings and parties were about the same,



Delegates captured a few moments from the busy round of convention activities to take advantage of the Florida sun. Relaxing near a hotel pool are Walter Dayton, Long Island, new president of the Brokers Institute; John Herd, Philadelphia; Mrs. James Glimm, Brooklyn; Mrs. Herd; Mrs. Myers Baker, Long Island; Mrs. Dayton; Mrs. Watson



Greeting old friends was one of the highlights of convention activity. Harold Schuyler, Minneapolis, exchanges ideas with Bill Powell, Des Moines, and Russ Pointer, Saginaw



"Bonuses are an important part of our sales incentive program," explains a delegate at one of several group discussions on business-building ideas. Leading the spirited, early-morning shop talk session are Fred Tucker, Jr., Indianapolis, and Grant Dixon, Western Springs, Illinois, at right



NAREB President Joe Lund challenges realtors to make old, unlivable houses serviceable to owners and communities as one phase of the "Build America Better" program

Delegates hear a panel of experts cite their views on how to save our cities from economic deterioration. Richard Seltzer, Philadelphia, is explaining that there will be no business lost downtown to outlying shopping centers if traffic problems are solved





Panel rehearsals, planning sessions, committee meetings took a good share of NAREB officials' time. Paul Guthery, Charlotte, explains a point about his city's reclamation of 9,000 homes as he chairmans a meeting of the Realtors Washington Committee



K. T. Keller, chairman of Chrysler Corporation and recipient of SIR's Industrialist of the Year award for 1952, tells banquet-goers that industry decentralization will be a slow process



Optimism about the future was the undertone of the convention, as told in the smile of Don Reed, Painsville, Ohio, as he chats with Clarence Turley, St. Louis, at one of the formal parties

"That raise in the VA interest rate to 41/4% would cause more GI buying activity," says Ray Noonan to fellow St. Louisians Dan Sheehan and Tony Kisling after a session on financing



but the undertone was different. It was one of optimism — not expressed with blatant gaiety but with quiet, restrained confidence that the days ahead would bring a healthier business economy and less government interference.

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Talking with delegates from around the country. Journal editors heard a variety of business reports. Some delegates claimed the strongest market in months, a few said it was soft. Although only a week had passed since the national election, several realtors told of an immediate upswing in real estate activity. The majority said there hadn't been time for a change, and they doubted if there would be any for six or eight months. But all were agreed that the days ahead would be good ones — for those who went after business with every bit of their skill and knowledge. They called it the return to a "salesmen's market" — a market where more people will find the need for competent real estate service.

As for various types of real estate, convention-goers heard a number of market reports and predictions. Old home prices are softening in most areas, prompting more realistic prices. Construction costs will slant downward slightly in coming months. An increased amount of mortgage money will be available by mid-1953. The VA interest rate will be boosted to 41/4%. causing more activity in GI sales. There is some trend away from the ranch house style of architecture to split level and traditional types. Too many shopping centers are being developed in small cities without regard to market surveys. Demand continues unabated for vacant lots and land prices continue to soar 25% and up from a year ago. Downtown property values are holding firm but will weaken unless steps are taken to solve traffic and parking problems. New home starts will stay at about the one-million level next year. There is a boom in the need for property management service and a big modernization movement is underway.

These were the reports that were sandwiched into general sessions, panel discussions, committee hearings on a multitude of ideas from appraising to management, from sales to industrial planning. Between busy sessions realtors and their wives stole moments for sunbathing at Miami Beach's luxurious hotels. Then there were parties, dances, behind-the-scenes meetings, and the time-consuming round of other convention activities, well-planned by Myers Y. Cooper, Cincinnati, and the Florida hosts.

One of the highlights of the five-day meeting was the inauguration of round table discussions that got to the root of the average delegate's problems. Early each day, various groups would gather around the convention auditorium to exchange ideas about everything from what type of signs to use to how to increase salesmen's incentive. So popular were the meetings that the participants would spill out into convention corridors to continue their discussion when the general sessions were called to order.

Gone almost from the convention scene were the vitriolic attacks on government intervention. There were talks on rent control and public housing, certainly, but delegates felt that private enterprise would be given freer hand in the days ahead and they were ready to take positive action to "Build America Better," the convention theme.

The "Build America Better" program was spearheaded by NAREB President Joseph Lund. He proposed that depreciation under the federal revenue act be permitted to owners or buyers of sites in order to write off improvements which are to be replaced or rehabilitated. He urged that local government create conservation areas for the rehabilitation of entire

Delegates were told by Prof. William Wheaton of Harvard University that serious depopulation of the nation's largest cities can be avoided only by drastic action through urban redevelopment, rehabilitation, and conservation. "Many of the nation's largest cities are now losing population as a result of central congestion and blight, the high volume of suburban building, and declining birth rates." He said that big cities would lose 8-15% of their population in the '50's.

Phillip M. Klutznick, Chicago, president of American Community Builders, Inc., said, "For too long we have permitted our cities to wear themselves out. Like the first Americans, we have tended to move our tepees and leave the mass behind." He said that we must redesign our concept of cities, integrate facilities, cut tax rates and use savings to rebuild.

To do the job of rebuilding America, a panel of experts pointed out courses of action. More attention must be given to sanitary laws, and those houses that are substandard must be rehabilitated or demolished and replaced with new structures. Harold S. Goodrich, Springfield, Ohio, described the actions of real-tors in 120 cities in rehabilitating property. One of these is Charlotte, North Carolina, where 9,000 units have been rehabilitated by private enterprise.

Better use must be made of existing traffic facilities. Future arteries must be built to handle a suburban growth that increased 30% from 1940 to 1950 and continues to boom. Harley Swift, president of Harrisburg Railways, said that greater use of public transit is a solution to urban blight. He suggested that transit could be subsidized without cost to the taxpayers if automobile use was restricted or eliminated from business areas.

Thomas McCaffrey, Jr., Pittsburgh, president of the Society of Industrial Realtors, explained that many cities are losing population because of poor industrial zoning. He suggested that cities plan for diversified industries and zone for a protective strip around industrial plants. "Companies need room to expand their plants. The city that doesn't make it available will lose its industry."

As for central business districts, Richard J. Seltzer. Philadelphia, said they would lose business unless they solved these six problems: constantly decreasing accessibility for both pedestrians and vehicles caused by undue congestion, inadequate off-street terminal facilities; excessive taxation in central area as compared to outlying centers; lag in building modernization, absentee ownership, excessive off-street parking charges.

In a clinic on commercial property, delegates were told that cities of less than 40,000 people should not have outlying shopping centers. Major Henry Wolfson of New York, said that these centers are siphoning off business from downtown areas. "If the trend continues, we will have to revise long-term leases and tax rates."

Meyer Marcus, Philadelphia, said that plenty of super market sites, for example, are wanted and needed. More than 550 new food markets will open next year with an average percentage lease of 1%. But he warned that keener competition is meaning more careful selectivity of sites, so realtors wanting to sell commercial property must be a walking encyclopedia of facts about the location and the community.

At the luncheon of the Realtors Washington Com-



While their husbands attend meetings, realtors wives get together to enjoy the leisurely pace of a Florida vacation. From left: Mesdames Laurence Sando, Percy Wagner, Frank Wells, Harry Atkinson, Don Jones, and Robert Free lunching on a hotel terrace

Jack Justice of Miami Beach and J. Earl Miller, Geneva, Ohio, two of the busiest men at the convention, wind up last minute details on the timing of the meetings



An orange juice bar for thirsty convention-goers was a popular meeting place. Henry Miller, Dallas, explains to Joe Beattie, Charleston, West Virginia, how Florida's citrus compares with the Texas variety



Jim McMicken, West Allis, Wisconsin, selects from an array of delicacies at the buffet dinner on the eve of the convention's hnale. To his right are Frank MacBride and wife from Sacramento



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proe act er to d or mittee, Chairman Paul Guthery. Charlotte, North Carolina, proposed a congressional investigation of public housing and rent control. Rep. Albert M. Cole (R-Kansas) pointed out that public housing and slum clearance have become synonymous in government propaganda. He said that about two-thirds of public housing has been built on previously vacant non-slum land. And he said that the median annual income of 14,077 families living in public housing in 1951 was \$3,536.

Most heavily attended sessions were those dealing with listing and selling residential property. One of the themes of these meetings was that in today's priceconscious market, the broker owes it to the seller and to himself to get the best market price but also to get

the property at a merchantable price.

New business interest at the convention was the real estate exchange. Most of the delegates had had little experience with it, but they knew that high taxes were making it a popular type of transaction. Walter W. Brudno, Dallas, explained that property exchanges postpone rather than eliminate real estate taxes. He pointed out such advantages as converting gain from short to long term, more beneficial disposal of property, depreciation factor, and the elimination of cash outlay for taxes.

The most favorable situations for exchanges were

It's a Question of Attitude

N HIS ADDRESS at the NAREB convention last month, Dr. William Alexander, pastor of the First Christian Church, Oklahoma City, told quite applicable to the attitudes this story

found in selling real estate.

The parents of two small boys were bewildered. One of their sons was a model of optimism. He saw the rosy side of everything. The other boy was a prime example of pessimism. He felt that nothing good had ever happened to him and he was positive that nothing ever would.

Finally, in desperation, the parents sought the advice of a psychiatrist and tried his plan. One morning they locked their pessimistic youngster in a room filled with gaily colored packages, each one containing some wonderful toy. They told the boy, "Everything in this room is for you."

In the next room they locked their optimistic youngster. This room was filled with horse manure. The parents handed the boy a show said, "Everything in this room is for you." The parents handed the boy a shovel and

Two hours later the frustrated parents unlocked the room of the pessimistic son. There he sat, dejectedly looking at the floor, not a hint of a smile on his little face."Why didn't you open the packages?" the parents asked. The boy looked up and frowned. "Oh, it's too much work to open them. There's probably nothin' in 'em anyway. If there was, I wouldn't like it. If I did, you'd take it away from me or I'd soon get tired

Then the parents unlocked the other boy's room. The little fellow was working as hard as he could shoveling the manure into a big pile. "What are you doing?" they asked. The boy stopped, smiled, and wiped the perspiration from his face. "Gosh, with all this manure around. there's just got to be a pony somewhere.

said to be: vacant land with little likelihood of a cash buyer, properties located on traffic arteries which are hard to sell for cash, properties with large equities. misplaced improvements, investment property on which the owner has shown depreciation to practically ground value, property held by owners under great pressure to sell. To stimulate exchange activity, George Yost, Chicago, announced plans for a national traders club, so that realtors in various sections of the country could exchange with others

Ideas abounded on every other phase of real estate. and exhibits in the convention auditorium of advertising, forms, contracts, and promotional material captured a share of the average delegate's day. In the evenings, the search for ideas continued — this time in conversations at banquets and dances — much to

the wives' dismay.

Of the volumes of words spoken during the convention, delegates were still talking at week's end about the address given by Dr. William Alexander of Oklahoma City. Mixing his words with a remarkable humor and vitality, Dr. Alexander struck out at the

moral decadence of the country

When Friday came and delegates were hurrying to get ready for their homeward trip or a vacation jaunt to Havana. NAREB officials gave their report. It had been a successful year. The industry was headed for new goals and the idea of a more sympathetic administration made the outlook seem good. But a new challenge lay ahead — the action of the industry to build America better. To lead them, NAREB chose popular Charles B. Shattuck of Los Angeles as its president. For their policy, they said:

We dedicate ourselves anew to the service of our country and reaffirm our faith in the religious concepts of its founders. We pledge to protect the rights

of our people to own property.

'We recommend by constitutional amendment the elimination of government competition with private citizens. We urge Congress to conduct a full-scale investigation of public housing. We recommend the prohibition of the government's right to control the rental or sale of private real property and urge that Congress repeal all laws authorizing such controls.

"VA and FHA interest rates should vary regionally according to the supply and demand of mortgage

'Neighborhood conservation areas should be created in our cities where incentives for rehabilitation of blighted property can be established, such incentives to consist of accelerated depreciation under the Federal Revenue Act, as well as fair adjustment of local taxes. We urge boards and individual realtors to help establish and enforce housing standards and take

part in rehabilitating older properties.
"We urge repeal of real estate transfer taxes, and we recommend a constitutional limitation upon the taxing, spending, and borrowing powers of our federal government. We propose state constitutional amendments to limit overall taxes on real property to a fixed percentage of its true value. Boards are urged to take the lead in problems of business centers, traffic, public transportation, parking, taxation, and future development, and take part in the nationwide movement to build America Better!

"Proposal for a privately owned central mortgage bank, and the gradual liquidation of the Federal National Mortgage Association should be studied. A plan to reduce the federal debt should be adopted immediately. Unemployment compensation taxes should be left to the discretion of the states, and brokers and salesmen should be exempt from paying this tax.'

With an eye to their goal of "Building America Better" the nation's realtors exchanged ideas furiously during convention sessions by day and in banquet halls and hotel lobbies by night. Whether they were sparkling new ideas or old ones with new faces, they were ideas that work





Panel members at the market sevann had in turn driver their functional optimism but predicted me log common change for any months. From left: Darrel Holt, Minneapolise Fred Linker, Jr. Ludenspolis, Jof Mendenhall, High Point, North Cardina, Winn Compa, Part Muran Henry Robinson, Atlanta, Sessing was planning by Brokery Institute.

Business Building Ideas... that work

To get an owner's price down to a realistic value set up an appraisal committee and have each member inspect the property and estimate the selling price. Add the estimates together and divide the sum by the number of estimates.

During the inspection have your committee men appear as disinterested as possible. Comments about the property will influence the owner's idea of what the property should sell for. Try to keep the owner from saying what he expects to get for it until your group estimate has been made.

Stan Huegel of Evansville takes eight of his 10 salesmen with him for inspections. He uses a fire-engine-red station wagon for this purpose, and it is labeled with large letters — HOME INSPECTION CAR. If the owner's asking price is 10% or more higher than Huegel's group appraisal, he tries to get the price down.

Huegel makes his property inspections early in the morning. When the committee is through with the station wagon, it is parked in front of the firm's office for use by any of the salesmen for showing properties. By keeping the wagon available at all times, Huegel says salesmen have no excuse for not showing properties when the prospects want to see them.

Dan Sheehan of the Dolan Company, St. Louis, takes 35 salesmen on his inspection trips, and their average estimate usually comes within 2% of what the property actually sells for.

Donald Moore, Chicago, requires an inspection of each listing by all his men within one week after the property is listed. He says the seller's price is okay if it's within 5% of his average appraisal.

if it's within 5% of his average appraisal.

Many realtors believe one sales meeting per week is not enough. Huegel holds a meeting every morning at 8:30 . . . says it gets his salesmen on their toes earlier in the morning.

Russell Pointer of Pointer, Coon and Wood, Sagi-

naw, holds it specials the transformation and a rest in 7,00 a.m. in the entire ring at a posture in patel get buys the salesments for all and the puts up a ring which says. Pointing I are and Wisel Sile. Obserting. This helps keep the map prome before the public and acquaints people with the transformation must make the contractions.

To keep salesmon all than along anciently pay the slogan. If more inscale correspondent method of parts wats, more supermodulity made.

Another realbor magners the adjource or delicer

Darrel Holt of Manuscoper invalute acrease in a professional side some communition. The lumi sent a letter to rach substance with altering a side tion of prize tanging from 1st agrants to increase if their hishard made the part side as a grown input The letter essentially made and water a substance of for her hishard. Sides gained incommunity and upcontest was a lung survey.

Training salesmen only in have them quit and become competitors is testly. To help totally like salesmen, a Michigan realist gives title to his best men Milburn P. McComes to Tspeka permits like bust salesmen to buy stock in the company. McComes of course, always holds the controlling shores. He himself decides how much cook man as permitted to buy. The men teel that they own parked the usin pany, which makes then reductant to leave

Sheelan recommends for the job of salesmanages the type of man who has been in business for him self. Sheelan says to pay him well and keep paying him well.

One realist uses a check-hal for sales procedure to make sure no details are overlooked

Inspect properly

Get a listing in writing to losting (can employment contract)



One of the headquarters for visual ideas was the Brokers Institute exhibit. George Pipe, Detroit, points with pride to his company's award-winning display of Sheldon Shopping Center. Admiring is John Dodds, Detroit. A variety of sales aids was exhibited

Get details of property for listing file
Get photo of property
Offer it first to tenant, if it's rental property
Put up a "For Sale" sign
Solicit neighbors
Show property
Inspect title evidence (correct legal description,
easements, restrictions, etc.)
Get loan commitment
Call your prospect list
Advertise in paper

Let the owner know what you're doing
Make up a circular with a photograph
Send prospect notices to owners
Put up a "Sold" sign
Send a thank-you letter to the seller
Send cards of introduction to the neighbors
Visit the buyer in his new home

Moore says its better to return an exclusive if the seller won't reduce his price. If you don't the net result is no sale and a loss of time.

Nestor Weigand of Wichita says, depending on the buyer's credit, you can afford to accept late payment for your commission when the deal is thinly financed. He says it wins the buyer confidence.

When you inspect a property, take time to measure it accurately. This gives the seller a good impression and enables you to describe the property more accurately to prospects.

For radio advertising a Mississippi realtor finds that the institutional type of advertising works better than spotlighting individual properties.

Another realtor uses spot announcements successfully. Each spot, in about 50 words, describes a property, gives it's address, and invites the listener to drive by it and stop at the realtor's office.

A lady realtor from a town of 15,000 population sponsors, produces, and emcees her own civic interest program. The radio station doesn't charge her a cent for the time. She features items of general interest such as interviews with celebrities coming to town. The program has boosted her sales tremendously.

A classified ad is most effective if it runs for three days without a copy change. A Miami Beach realtor, however, recommends longer runs in tourist areas.

An Oregon realtor who specializes in farm properties says he gets the most repsonse from classified ads headed with "Abandoned Farm." It appeals to people who want to fix up an old farm and implies that the property is a bargain.

Be on the alert for new companies coming to your city. Chances are that the home office will transfer several employees and key executives to the new branch. Get your sales message to these people before they move. Advertise in their home newspaper with large display ads. Head the ads, "To the Employees of ABC Company," and tell them your firm can solve their housing problems when they transfer to your town.

When you advertise a house, pick an outstanding feature and play it up. Don't describe every detail. For example, if you have a large house situated on rolling land advertise it as "A House on a Hill." Everybody wants a house on a hill.

Harrison Todd, Camden, advertises each property three times during the first month the property is listed, then matches the owner dollar for dollar after the first month.

A realtor from a large metropolitan area believes television is cutting in on readership of evening newspapers thus reducing the effectiveness of ads in those papers. To combat this, he shifted to morning papers.

Contact with former clients is the most effective form of advertising says Frank MacBride of Sacramento. "Of our total business, 75 to 80% of it comes from former clients, either directly or by recommendation."

Charles Maybee of Houston calls his former clients himself. He believes it is so important that he only spends \$500 per year for newspaper classified advertising. Many firms of that size spend several thousand, Maybee says it important to use person's proper names when making callbacks. "People like to be remembered and they appreciate attention."

"People like to get personal mail." another realtor says. With that in mind he hand-addresses all direct mail to prospects and clients.

Jack Justice of Miami Beach puts his left-over brochures to work by stamping them with "We just sold this one — can we help you sell yours?" and mailing them to prospects.

Plastic-handled pocket knives with sliding blades are effective Christmas gifts, one realtor says. He pays 35¢ each for them and has his firm's name imprinted on the handle.

Justice has his men personally deliver nearly 2,000 metal desk calendars at Christmas time.

If you use photo listings, you can use the photo of the property as a Christmas gift after the property is sold. Put it in an attractive folder and mail it with your compliments to the buyer.

Cultivate former clients by periodically asking them for the names of friends who may want houses.

A salesmanager seeking new salesmen sent 500 cards to friends asking if they knew of anyone who was seeking business opportunities. He got 11 replies and hired three of the applicants.

You can get better ads by taking more time to write them. This is the simplest way to combat the rising cost of advertising space.

Stage a contest among your salesmen to see who can write the best ads. Give prizes for writers of the ads pulling the most response.

For properties listed more than one week, post a different color of "For Sale" sign each week . . . makes it look like a new listing and attracts more attention.

A double-faced reflectorized sign is an effective attention-getter. Place it near the street perpendicular to the flow of traffic. It can be seen day or night from both directions.

SHATTUCK LEADS NAREB IN 1953

CHARLES B. Shattuck, prominent Los Angeles realtor, was elected the 1953 president of the National Association of Real Estate Boards at their 45th annual convention in Miami Beach last month. He will be installed at the January meeting of NAREB's board of directors in Washington, D. C.

NAREB's board of directors in Washington, D. C.
A director of NAREB, Shattuck is a former vicepresident and a past member of the executive committee of NAREB and has served also as president of
the American Institute of Real Estate Appraisers and
of the California Real Estate Association.

A former lecturer on real estate and land economies at the University of Southern California, Shattuck is president of the firm which bears his name He served in World War I as an engineer, then headed the Shattuck Construction Company until 1923 when he changed over to general real estate brokerage, appraisals, and insurance.

H. Walter Graves of Philadelphia was reelected treasurer of NAREB, and the following regional vicepresidents were elected:

Ronald J. Chinnock, Chicago; Daniel F. Sheehan, St. Louis; C. Francis Solomon, Jr., Salt Lake City; Arthur P. Wilcox, Boston; Edward L. Callahan, San Marino, California; John A. Dodds, Detroit; Benedict F. McGrath, Larchmont, New York; A. Lawrence Gridley, Coeur d'Alene, Idaho; Harry Arneson, Jr., Fargo, North Dakota; John R. Carpenter, Louis-



Charles B. Shattuck

ville; Harry A. Boswell. Mt. Rainier, Maryland; Elton L. Boudreau, New Orleans; Mike Kirkland, Greenwood, Mississippi.

Presidents of NAREB institutes and councils are Stanley W. Arnheim. Pittsburgh. Managers' Institute; Owen W. Sherrill, Georgetown, Texas. Farm Brokers; Walter S. Dayton. Bayside, Long Island. Brokers' Institute; Watson A. Bowes, Denver. Appraisers' Institute; Frederic B. Martin, St. Louis, Industrial Realtors; Helen G. Nixon. Evanston. Illinois, Women's Council; Clinton B. Snyder, Hoboken, New Jersey. States Council; Erle Stapleton. Greensboro, North Carolina, Secretaries Council.

what about the

coming boom in management?

T'S already here," says George Hammer, vicepresident of the Charles F. Noyes Co., Inc., New York. "Sales are diminishing. Owners of income property want to increase their income, decrease expenses. The solution is to use a qualified property manager."

James M. Udall, Los Angeles, agrees — "Sales and speculation in real estate during war years atrophied the management business. But the trend stopped in 1948 and management first felt the effect of the boom in 1950."

Kenneth Keyes, Miami, disagrees. No boom is here as far as he is concerned. "I don't expect a boom until recognition of the services of the certified property manager meets up with an economic reversal. I pre-

dict a long steady growth such as we've had during the past several years."

C. Armel Nutter. Camden, New Jersey, says the rate of future family formation will affect management business most. He believes we should think in terms of expansion rather than a boom. He expects an economic readjustment period which will benefit managers "because they have the ability to collect rentals during such periods."

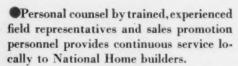
These experts were speaking as members of the "Coming Boom in Management" panel sponsored by the Institute of Real Estate Management at the NAREB convention.

But, boom or no boom, managers attending the panel were eager for new business.

NATIONAL HOMES Gives Home Builders Continuous Year Round Promotion.

PLUS DARING SPECIAL "OPEN SCALE NEVER BEFORE SEEN!

"Greatest Selling Tool In The Home-Building Field" is how experts describe Your National Home Magazine. This big 64-page combined magazine and catalog is now on the press for its Third Edition. Write for free copy regular price 25c.



• Full-color, full-page ads and double spreads in leading magazines including Life, Saturday Evening Post, Collier's, This Week, Better Homes & Gardens, McCall's, Good Housekeeping, Parents', Fortune, Better Living, Newsweek, Living for Young Homemakers-the most powerful home-selling campaign of all time.

Complete local advertising tie-in pro-

gram with ad mats, radio commercials, newspaper articles and other features.

Dramatic full-page newspaper ads in all cities where builders have Open Houses,

Colorful catalog circulars, literature, and other dealer aids.

Two outstanding new films, "Homes Unlimited," and "News at Home," with commentary by Lowell Thomas, now being shown on television. Both films are available for screenings in full color to local groups upon request.

The most alert and dynamic public relations and advertising program in the entire home-building field pre-sells your customers for you!



QUALITY DOMES AT TORIST PRICE

SCOTT WELLER - CECIL OZIER COMMUNITY HOMES, INC. 315 South Van Deren Chempeign, Minols

are frequently asked by other builders to account for growth in our productive volume from ntionally built homes in 1947 to our present

... and Look How It Pays

Here are two typical experience reports—both from former conventional home builders -- that show results. National Homes home builders cash in on this tremendous program of advertising, public relations and merchandising.

Dear Mr. Price:

Our volume on National Homes this year will reach 350 units. Compare this with the 150 conventional bouses we built in five years from 1941-45. Or the following 2½ years when we handled a lesser known prefab line, completing only 100

homes during that period.

Since we switched to Nationals in 1930, we have built and sold a total of over 710 units. Out ever-growing success with National Homes is based on the smarter styling, better quality and far greater public acceptance of your product.

We are happy to recommend National Homes to conventional builders in other cities who are looking for more sales in the medium priced housing field.



provid by de

• Ne more

New Washi

NATIONAL HOMES does more to help its builders ho all other producers combined. Investigate!



NATIONAL HOMES Scoops Entire Building Field with Exciting New 1953 Models!

PROVIDES MODERN

- Living, dining and kitchen areas flow together to provide for open modern living, yet can be divided by decorative folding doors when desired.
- Dramatic new ceiling-to-floor Thermopane of Twindow picture window in living room.
- New shoulder-high bedroom windows, glving more privacy and increased wall space for furniture placement.
- New step-saving kitchen with Formica-top work surfaces, latest type base and wall cabinets.
- New home-laundry alcove including automatic washing machine and dryer.
- Large, tiled alcove-type bathroom featuring extralarge medicine cabinet with sliding mirror doors, full-width vanity shelf and built-in lighting.
- Decorative folding doors, enclosing spacious cell-ing-height closets.
- Inside storage for such Items as trunks, baby carriage, housekeeping equipment, canned goods, and other regularly used articles.
- Outside-access storage with ample space for bi-cycle, wagon, garden tools, lawn chairs, screens, etc.
- Dozens of other amazing new features!

have appeared in the nation's leading magazines with millions of readers! They are seen and read by your best prospects. Reap the benefits from this tremendous advertising program by becoming a builder of National Homes.

at a profit than AL HOMES TODAY!

NATIONAL HOMES CORPORATION LAFAYETTE, INDIANA . HORSEHEADS, N. Y.

Nutter says there is a great opportunity with large insurance companies for new management accounts. "They realize that they are in the insurance business and that we are in the management business. They can buy in carload lots and at a discount but they can't give the personal service to tenants that we can.

Use surveys to get new business," Udall says. "Take a survey of a property to its owner. Show him his mistakes and how you can correct them. A properly prepared survey will help convince the owner that professional management will increase his in-

come, not decrease it."

Properties financed by insurance companies." Keyes says, "are a source of new business when the owners get in such a financial position that they can't make payments on the principal. The insurance companies will let the owners keep the properties if they can pay the interest. But, until the owners get on their feet, the companies want to see that the properties are well-managed. So they turn to the qualified property manager."
"There is opportunity for new business in the

single family dwelling field." Udall says, "especially

for young organizations.

Hammer says he had great success with them in 1932. The insurance companies wanted their singlefamily dwellings to be kept in good condition. So Hammer obtained the management of 300 houses and small shops and charged \$10 per month for each one. "That \$3,000 per month got me on my feet," Hammer says.

Ruth Yelton of San Antonio is presently managing 1,200 single-family dwellings and is expanding in

this field.

Questions from the audience were tossed thick and fast at members of the panel:

Should a management firm establish branch offices? Keyes: "Management doesn't lend itself to branch offices. A good management firm needs a welltrained, well-balanced staff and it can't afford to duplicate these hard-to-get personnel in branch offices. All of our accounts are handled in the main office.

How much do you charge for your management

services?

Keyes: "Five percent for management and for leasing. We get one-half of a leasing commission for renewals. We charge fees for supervising modernization and repairs — 10% on all alterations up to \$500, 5% for those over \$500. On large modernization projects, the fee depends on the amount of work involved. For example, we have a \$40,000 modernization job under way for which we are charging a fee of 3%. One of the top men in our management department spends two to three hours per day on the job actually supervising the project. When such projects are started we employ an architect at his standard fee to draw the plans, but we do not pay him for supervision.

PERRY HOLMES: "We charge a fee for any modernization that requires a building permit. Supervision of all other modernization is included in our

management fee.'

How do you keep a management account after the first contract elapses?

Hammen: "Tie your management fee to the net

income of the property. That will show your interest in the property.

How can a management firm get publicity?

KEYES: "Anything is good publicity if it gets your name before the public. Each month we send a story to the local papers comparing the month's business with that of a year ago. Once a year we sum up the year's activities for them.'

When you obtain the management of a sick building then make it well, how do you keep the account after

you've "cured" the building?

UDALL: "Many of our accounts which were solicit-

(Please turn to page 42)

TIME FOR A POLL?

MAYBE one way the real estate profession might better its public relations is to play down its advertising claims," says Harry S. Pearson, president of Pearson, Morgan and Pasco, Seattle advertising

Citing the 1951 Better Business Bureau report in which home construction and real estate fields were high on the list of inquiries and complaints, Pearson suggests that perhaps part of this disappointing rec-

ord was caused by overselling.

"Rather than oversell a house that is, at best, a good value for a dwelling in need of repairs, make the weakness of the house the virtue that will attract someone wanting just that type of deal. Don't 'shotgun' to bring in a lot of prospects who won't be satisfied with the house as it is," Pearson suggests.

Stressing the power of well-planned advertising

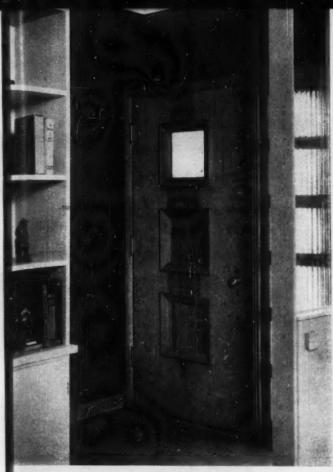
to create a favorable public attitude, he cites the case of a funeral director who has been among his clients for many years. Before Pearson's office started this A Seattle ad-man believes that some of the real estate profession's headaches are caused by the wrong approach in advertising and promotion

campaign, they made an opinion survey and discovered that funeral directors weren't held in par-ticularly high esteem by the public. The general opinion seemed to be that they were out to charge every cent the traffic would bear. The Pearson firm built the campaign to counteract this attitude and carefully stressed the many services a funeral director renders, what you get for your money, and so on. A couple of years later, the state funeral directors' association cited Pearson's client for having contributed more to the profession's public relations than any other organization or individual during the past

Pearson believes that perhaps a similar approach

is in order for the real estate profession.

"I realize that the real estate board has helped to set standards for the profession and has endeavored to lift public relations," he says. "But maybe it's time to take a public opinion poll and work out a program based on the findings."



When the prospect steps in the front door, two storage units greet him. The small one utilizes six inches of otherwise wasted space, and combined with corrugated glass makes an attractive entrance alcove. Note the raisedpanel door with sidelight, a new trend in door styling



THERE are many places in a house where you can use built-in's to pick up extra storage space and enhance sales appeal. Prospects have an insatiable desire for places to put things, and a few extra storage units here and there might well be the thing that sells them.

there might well be the thing that sells them.

In Dubuque, Iowa, Real Estate Builder Vern Carris erected a demonstration house that uses built-in's from front entrance to bedrooms. The house was built for the Carr, Adams & Collier Company, manufacturers of Bilt-Well woodwork, for demonstration purposes. Here are a few examples you may want to add to your portfolio of sales-making construction ideas.



Kitchen contains abundant cabinet and counter top space. Extra space is obtained by using a built-in sliding table, an eve-catcher for prospects who want dining space in the kitchen. Table folds up against shelves; doors close over it

A larger storage unit forms the other side of the entrance alcove and lends privacy to the dining area. Just three feet wide and four feet nine inches deep, it contains a divided guest closet, open shelves, three sections of storage cabinets





Best's "Builder's Dozen" home features exterior combining brick and vertical siding. Roof is built-up and covered with white gravel. Selling price is \$16,950

Homes Our Readers Are Building

bethesda realtor offers a builder's dozen in housing

 ${f R}^{
m EMEMBER}$ the days of the "baker's dozen" . . . when the baker tossed a thirteenth bun into your bag?

This baker's practice was mentioned at the time R. H. Best and members of his organization were discussing plans for the company's newest house design, whereupon Best said, "Let's plan and build a home which will represent a 'builder's dozen' . . . keep it in the economy price range, but give the purchaser extra dividends in livability and in quality materials and equipment."

That's just what the Bethesda realtor-builder set out to do. His designer incorporated into the home many ideas for better living. Building materials and equipment were selected only after extensive research into the merits of various materials and appliances.

"We found no quick method of selecting materials," Best says. "Many hours were devoted to investigation, study and consultation with experts in their field, and study and interviews with sales representatives, before final selections were made.

"For example, heating methods were discussed in detail with the heating specialist of the local FHA field office. His advice was most helpful, as he not only has access to expert opinions on heating methods, but also must deal with heating complaints. Bulletins containing research data compiled by the University of Illinois and published by the National Warm Air Heating and Air Conditioning Association were also studied."

Best made similar studies and held conferences on plumbing, light conditioning, slab construction, and kitchen equipment. Purchases were then made item by item.

"Our method of selecting materials and equipment for our 'Builder's Dozen' home could be condensed as follows: Get the opinions of qualified experts, compare, investigate, and shop intelligently.

"Our workmen have the incentive to eliminate waste in both labor and material, as they participate in a bonus based on savings. The home owners profit by the remainder of the savings.

"Further savings were made by setting up a factory for precision cutting of Number 1 fir lumber used in the project and buying materials in carload lots. Many subcontractors were eliminated and our crews were trained in assembly line methods," Best says.

"When visitors first enter our 'Builder's Dozen' demonstration home, their attention is directed to a poster which lists the equipment and materials used:

Compartmented Bath Partitions — Corrulux
Exterior Finish — Cabot's Ranch House Hues
Flooring — Wood — Higgins Parquet
Framing Lumber — Grade marked West Coast Douglas Fir
Sheathing — Roof — Douglas Fir Plywood
Sheathing — Sidewall — Celotex
Hardware — Quikset
Heating System — Perimeter; Unit — Hallmark — Gas Fired
Insulation — Perimeter — Fibre Glass; Sidewall and Ceiling — Alfol
Kitchen Equipment — Cabinets — Oak — Blond finish;
Cabinet tops — Formica; Clothes Washer — Bendix;
Disposal — General Electric; Dishwasher — Dishmaster;
Exhaust Fan — Clipper; Range — Presteline Surface Units;
Oven — Presteline; Refrigerator — Kelvinator
Light Conditioning — Circuit Breaker — Federal Stablock; Mercury Switches —

• IN MARYLAND



Several extras can be seen in the bathroom: corrugated plastic partitions, built-in vanity-lavatory, plastic countertop, large mirror, custom wallpaper



Kitchen has surface cooking units, eye-level ovens, dishwasher, disposal, refrigerator, automatic washer, plastic counter tops, and blond oak kitchen cabinets

General Electric; Flush Ceiling Lights; Fixtures - General Electric

Fluorescent Tubes
Nails for Exterior Siding — Reynolds Aluminum

Plumbing Fixtures — Briggs (colored);
Shower Head — Adjusto; Water Heater — Glass Lined — A. O. Smith
Roof — Built-up slag, white gravel
Siding — 1 x 6 T & G, Red Cedar

- Aluminum Casement

Windows — Aluminum Casement — Reynolds Tile — Floor — Asphalt Kentile; Bath Wall — 9 x 9 Plastic — Church

"The salesman goes through the home with his visitors (who, by now, may be prospects) pointing out the '13 buns.' A recording machine, which describes our company and the Montgomery Rambler, is in constant operation in one room. Beside the recorder is a slide projector which changes pictures every 15 seconds and shows, in color, the construction of our house. Particular emphasis is placed on the slab construction, perimeter heating, Alfol insulation, and corner bracing.

Price range of Best's homes is \$16,950.00 and up, depending on optional items, such as outdoor fireplace, garage, breezeway. Overall house size is 33 x 36 feet. Lots average 60 x 125 feet.

Best says, "Salesmen's personal enthusiasm, and weekly office meetings, where all key personnel are present, instill enthusiasm in our 'Builder's Dozen' home, plus our office motto, 'Anyone enjoying his work can have a good time in this organization'

During the week, Best runs several classified ads in the daily newspapers and makes appointments for week-end, or immediate, showing. Display ads are run on Saturday or Sunday when needed.

Financing of the Montgomery Rambler may be conventional or FHA, on the following terms: FHA - 20 years - \$12,000; conventional — 20 years — approximately \$11,000.



Floor plan shows large bedroom divided by a movable partition. Perimeter heating is used. The house features large glass areas, plenty of storage, quality materials

• IN FLORIDA

plan 1,067 homes, \$750,000 shopping center in azalea park

TWO- and three-bedroom, fully-equipped homes in Azalea Park, A a new suburban subdivision outside the city limits of Orlando, Florida, are being sold by the developer, Perry Homes, Inc., at prices ranging from \$7,280 to \$9,200. Downpayments are \$880 to \$1,100 on 20- and 25-year FHA insured mortgages, with monthly carrying charges of \$45 for two bedroom homes and \$52 for three bedroom homes. By October 1, 207 homes had been sold, mostly from blueprints, largely through newspaper and radio advertising. A few of the original homes were sold at \$7,078 to \$8,789, but because of higher costs, prices were slightly advanced on later models.

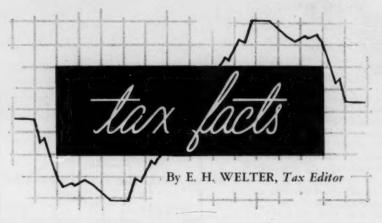
Azalea Park is a 400-acre tract purchased and developed by Phillips Properties, parent company of Perry Homes, Inc. Although outside the city limits, the development has municipal facilities, including electric power, water and sewerage. Plans are for 1,067 homes, of which 300 have been wholly or partially completed. Total cost of the project which will be \$7,500,000, of which \$750,000 will be spent for a shopping center and a parking area accommodating 1.265 automobiles. Two small lakes on the property were dredged out and enlarged to two and one-half acres and will serve as swimming pools as they contain pure spring water. The developers have donated space for five churches.

The house pictured is one of the two-bedroom type, selling for \$7,280, and includes a screened porch, dining area, and carport. Thirty varied plans are being used to avoid similarity of design and appearance. Building lots average 75 x 120 feet. All houses are equipped with General Electric space heater, eight-foot refrig-

erator, range, disposal unit, washer and 66-gallon water heater. All homes are of concrete block construction, with furred walls, Armstrong floors, Kohler plumbing, Flintkote roofing, U. S. and National Gypsum products, steel casement windows by Decatur.







Tax Benefit Privilege is Now Applicable To Depreciation. Prior laws have required that the basis of depreciable property be reduced by depreciation allowed or allowable in computing gain or loss. This is without respect to whether such original charge resulted in a benefit in tax reduction. The Internal Revenue Code was amended by P. L. 539 on July 14, 1952, to allow the tax-payer to decrease his basis for determining gain or loss at time of sale by the amount of depreciation, which created for the tax-payer a prior tax benefit. That portion of depreciation which did not provide a tax benefit was not to be considered.

The tax benefit provided by this new law is not too generally applicable, but where the opportunity exists for its use it may result in considerable tax savings. Apparently complete regulations have not yet been issued for full instructions in the administration of this new law. It appears that it is retroactive to 1931 for taxpayers who may elect to use it after December 31, 1951. The taxpayer must elect to use it after December 31, 1951; on sales made after that date. For properties sold prior to December 31, 1951, which were depreciable, a examination of the tax returns should be made to determine if an opportunity exists for a claim to recover an overpayment of taxes based on the following points: 1) Is not barred by the statute of limitations, 2) Full tax benefit was not received for depreciation taken in open years.

As an illustration of the application of this new amendment the following current example may be used: A taxpayer owned and operated a 10-unit furnished apartment building. The rental income was

his only source of livelihood. Operating expenses plus depreciation, and the fact that he and his wife were over 65 years of age, left quite a difference between his net income and credits provided by lawful exemptions. This condition existed over a period of six years, according to the tax returns filed. The property was recently sold and the basis was decreased by only that portion of depreciation which resulted in a tax benefit in prior years. Considerable tax savings resulted.

Sale of Real Estate Under Contract for Deed. A recent tax court decision, which has been appealed by the government, upheld the taxpayer who elected to defer the reporting of gain on the sale of property until the basis or cost is recovered. A brief summary of the facts shows that the taxpaver reporting income on the cash basis sold the property in 1945 in consideration of a down payment in cash, less than 30%, and the vendee's contractual obligation to pay the balance of the purchase price in deferred payments extending over a period of years. The obliga-tion was not evidenced by a note or some other evidence of indebtedness such as commonly change hands in commerce

The tax court held that the contractual obligation was not the equivalent of cash, and the only amount realized by the petitioner on the sale in 1945 was the sum of cash received. This seems to be the first example where such a decision has been rendered in relation to real estate. Further developments will be reported.

An analysis of the contract indicates that this is a sale of a going business and property and not just property. Because of the inclusion

of the going business as part of the sale price, considerable supervision on the part of the seller will be required to see that the stipulations of the contract are fulfilled. The contract also provides that the property can be repossessed as if it were leased property.

The taxpayer in using this plan of deferring the reporting of gain until the cost has been recovered forfeits his privilege of using the capital gain rates and must report the gain as ordinary income in the year of receipt. It is possible that this method of handling the sale, even though it does not provide a capital gain tax advantage, will probably spread the receipt of the gains so thinly over subsequent years so as to lessen the impact of the tax expense to a nominal amount. Full information relative to the taxpayers other income, exemptions, etc., should be available to pass definitely on a situation of this kind.

Travel and Entertainment Expenses. A recent decision by the tax court indicates the need for accurate records to confirm traveling costs. The taxpayer, in this case, was employed as a sales manager. He traveled about 30 to 35 weeks of the year. He owned his own automobile, which he used for part of his traveling time, and also traveled on planes and trains. He estimated that he covered 20,-000 miles in 1947, of which 15,000 he allocated to his business. The tax court pointed out that commuting was not business use. The court allowed approximately onehalf of what the taxpayer claimed for depreciation and car expense. They also allowed approximately two-thirds of other travel and entertainment expenses claimed by the taxpayer. The taxpayer kept no records of travel expenses to substantiate his claims for deduction. An employer can take much of this worry off the shoulders of an employee by providing a simple accounting plan for handling travel and entertainment expenses.

Cost of Painting A Personal Residence, prior to sale is not an addition to cost basis, according to Income Tax Unit Ruling #4094. Accordingly, it ruled that outside painting, inside painting, and papering of rental property are in the nature of repairs, as distinguished from permanent improvements, and the cost thereof is deductible as an ordinary and necessary business expense. Such items, therefore, would not be includible as capital additions to the basis.



A gigantic photo mural of Chicago's skyline dominates the reception room. Dropped ceiling, concealed lighting, and bleached mahogany paneling combine to strike a note of welcome to visitors in the L. J. Sheridan offices

TRIPLE TREAT OFFICES

WHEN L. J. Sheridan & Company, Chicago realtors, moved into the Chicago Title and Trust Building, they wanted three things: 1) efficient and comfortable quarters for their employees, 2) attractive space to receive and transact business with clients, 3) offices that would display their modernization talents to management prospects. Now, four years later, after completely remodeling the space and experimenting with many structural and decorating ideas, all three requirements are handsomely satisfied. The result is a good illustration of what can be done to make real estate offices perform three jobs.

Wallpaper which simulates bamboo is exhibited on two walls of the salesman's "island." Large plate glass windows between offices allow a better distribution of light, give a feeling of spaciousness



This section, a work area for secretaries, is the only one which utilizes fluorescents for general lighting. Paint for this section had to be specially mixed to appear the same shade as corridors lighted by incandescent lamps which gave different appearance





INGENUITY BUILDS A CITY

Bucking everything from an unorthodox location to mortgage-money difficulties, a real-estate-builder partnership made a dream come true. Other companies now participate in developing San Diego's beautiful Clairemont, making it the largest defense-housing enterprise being privately built

By WILLIAM O. TURNER
Associate Editor

FOR years, every amateur subdivider in San Diego had been performing mental miracles with the vast expanse of mesa overlooking Mission Bay. By every layman's standard, it was a natural. Three thousand acres of tableland offered a phenomenal view of the bay, was convenient to San Diego's naval and marine establishments, and was only 10 minutes from downtown. The adjacent bay shore area was being developed as a major recreation center. Homes were springing up by the acre on less accessible spots around San Diego, Why was Morena Mesa left barren?

To the experienced land developer, the chief objection to the property lay in its violation of a cardinal rule: Don't build a new tract unless it adjoins a section in which improvements and utilities are operating. Another major drawback: no arterial highway ran near the land. Every developer who looked over Morena Mesa concluded it would be a poor gamble.

Then the team of Louis C. Burgener and Carlos Tavares came along. Both were old hands at real estate developing and they immediately saw the disadvantages of the site. Being imaginative and ingenious men, they also saw many below-the-surface advantages. Finally — in 1950 — they took the leap.

The Tavares-Burgener partnership is an unusual one. Carlos Tavares was born in Shanghai and received his early schooling there. He came to the United States and attended Notre Dame, studying civil and structural engineering. After college, he had a meteoric career. Engineers are still talking about his feat of raising the center span of the Henry Ford steel bridge and restoring traffic in 120 hours! During World War II, he added to his reputation as head of Concrete Ship Constructors. Since 1945

he has concentrated on residential construction.

Lou Burgener comes from Salt Lake City, attended the University of Utah. His early real estate career centered in the Evanston-North Shore suburban area near Chicago. Here he became a partner in the Hennessey-Burgener real estate and building company and also served as president of the Evanston-North Shore Real Estate Board. His vacation trips to San Diego convinced him of its opportunities for community building.

He teamed up with Tavares, who had held an option on some of the Morena property since 1946. Together they bought up more land, dealing with hundreds of individual owners scattered throughout the United States. A few owners held out and are still there, completely surrounded by burgeoning new communities.

After the property was secure, things began to move fast. The partners consulted nationally-known land planners — Seward Mott of Washington, D. C., and James C. Downs, Jr., of Chicago. These men worked closely with planning commissions of city, county, and state to coordinate their plans with those for the general area. The master plan that Mott, Downs, and their associates have developed governs the operations of all the real estate firms now participating in the project. It is a sprawling, gently winding layout with sites reserved for schools, churches, playgrounds, shopping centers.

Next, architects Harold Abrams, Benson Eschenbach, and Richard George Wheeler designed the 20 different floor plans and 50-odd elevations for the first group of homes, This was a tract of 500 houses in the \$13,000 to \$20,000 bracket.

Expenses began to pile up. Before a single home

was built, the firm spent \$125,000 on off-site improvements. Grading, paving, sewers, water mains, and access roads amounted to about \$2,200 per lot.

Naming the new subdivision Clairemont after Tavares' wife Claire, the partners set up a sales department. In less than a week, they sold 43 homes from blueprints alone. Then, to give customers a clear idea of what homes would be like, they built six models.

They aimed at the upper-middle-class, junior executive, young professional type of home owner. Houses featured log-burning fireplaces, picture windows, fully-tiled kitchens, spacious service and storage rooms, paneled walls of Philippine mahogany, hand-split shake roofs. They sold fast. The problem was not in selling the homes but in delivering them on time and at the price quoted. In a sense, Bergener-Tavares say, those first owners pioneered with the company. Many of them had to wait longer than they had anticipated before their new homes were ready. But any one of them could today sell at a profit if he wished, Burgener points out.

This first group of 500 homes was far from a bonanza for the builders, but it got the ball rolling. Burgener and Tavares knew they were sitting on the hottest piece of real estate in Southern California. When the Korean war made San Diego a critical housing area over night, they sat back and listened to offers. Selecting collaborating firms carefully, the partners sold large parcels for separate development. This resulted in a plan that will produce 5,600 units on the mesa by the end of 1953.

Five real estate and building firms will participate. Besides Burgener-Tavares, these are Webb & Knapp, Wilson and Kleefield (Salot), Utah Construction Company, and Centex (a Texas syndicate). In some cases, Burgener-Tavares has retained a participating interest in the subdivisions that other firms have taken over.

Burgener-Tavares has retained two parcels of land for commercial centers — one of 20 acres and another of 50. This land will be leased on a long-term basis. Preliminary plans for the two centers are now in the hands of the San Diego planning commission for approval. The centers will contain post office, bank, medical center, markets, stores, and service shops. At another point in the project, the city is building an elementary school, preparing a 14-acre park, and will build a junior high school.

Burgener-Tavares keeps costs down by laying out units in a systematic way that insures the minimum of wasted materials and effort and that fits each unit efficiently into its landscape. The company is equipped to do all the concrete work, carpentry, and land preparation. There is a concrete batching plant on the project which serves all five builders.

Currently, the developers are building a 60-foot paved road into the area at a cost of more \$100,000. This access road is half a mile long. At one point, 45 feet of fill had to be put in.

Newspaper display and radio advertising are widely used to promote the subdivision. Television is used sparingly because of its high cost. Three large billboards direct visitors to the project.

The Burgener-Tavares sales department consists of licensed brokers and salesmen. When model homes are used, a salesman is placed in charge of each. Placards are used in the models to point up features of construction and finishing that wouldn't be readily apparent to the layman eye.

As a sales aid, a "diorama" was constructed — a

scale model of Clairemont in relief. It contains 5,600 miniature homes and apartments cut out of balsa wood. It was hand-built by an expert, was three months in the making, and cost \$2,000.

"This diorama has proved a most important adjunct to the campaign," says Tom Dammann, spokesman for the Burgener-Tavares firm. "It has been displayed at the San Diego County Fair and in the San Diego city hall. When it is not in demand by some civic organization, it remains in the Clairemont sales office."

Clairemont is the largest defense housing project being built under private management in the United States today. Twenty percent of the total allotment granted under HHFA for the States of California, Utah, Arizona, and Nevada went to Clairemont. Of the allotment to San Diego and Imperial counties, 50% went to Clairemont.

"It should be borne in mind," Dammann explains, "that San Diego has been declared the number one critical housing area in the United States.

"The financing situation at Clairemont has been fluid and constantly changing," he continues. "It has depended on the supply of mortgage money throughout the country and on current federal regulations."

At first, a good deal of the financing was GI — no down payment except impounds and escrow fees required. However, as a means to getting the type of tenant it wanted, the company required a minimum 5% down payment. It made loans through local savings and loan organizations and also through private mortgage companies.

When Regulation X was imposed, the firm was confronted with what Dammann terms "its severest financial handicap." GI mortgage money disappeared and the only financing available was that permitted by Title IX, FHA, under which San Diego has been allotted some 9,500 units to be built without any credit regulations whatever. Removal of Regulation X relieved the situation only slightly. There is still no GI mortgage money available and if it were not for Title IX the area would see little building activity.

By 1954, Clairemont will be a community of approximately 20.000 people. Tavares and Burgener feel that after the present emergency has been met the area will continue to develop — at a slower but steady pace. Houses will be mostly family residences in the \$12,000 to \$20.000 bracket. Even when present plans have been realized there will be room for another 3,000 houses in Clairemont.

For purposes of analysis, Clairemont is broken down into three major areas. The following table will gave an idea of how development of the

		Area "A"	
Builder	No. Units	Type	Sales or rental price
Burgener-Tavares	578	Single family	\$10,500 to \$20,000
		Area "B"	
Burgener-Tavares	244	Duplex	\$75 to \$85 per mo.
Burgener-Tavares	252	Single family	\$9,500 to \$10,500
Webb & Knapp 1	,024	Multiple units	\$65 to \$85 per mo.
Salot (Wilson & Kleefield)	600	Single family	\$9,200 to \$10,200
		Area "C"	
Utah Construction	1,338	Multiple units	\$64.50 to \$92 per mo
Utah Construction	33	Single family	\$9,200
Centex	789	Single family	89,500
Burgener-Tavares	179	Multiple units . (Vista Bahia Apts.)	\$95 per mo.

Classifying architectural styles



In writing ads and appraisal reports, or in showing properties to prospects, you have to tag most houses with some kind of style name. Here is a handy reference chart to help your men with this job

MOST of the time there's nothing complicated about it. A house is a ranch house or it's a Southern Colonial or French Provincial or it fits some other easily recognized architectural style. Builder, ad-writer, appraiser, or salesman calls it by name and that is that.

That's most of the time. Every once in a while classification be-

comes a puzzle.

At this point, many architects will proclaim the undesirability of labeling houses at all. Strictly speaking, they are probably right. But they are looking at the matter from a precise, technical point of view. They don't realize that in writing property descriptions real estate executives are faced many times with the problem of tagging a house with some kind of style name. And they aren't considering human nature in general — or the nature of the average home-seeker in particular.

in particular.

Mr. and Mrs. Prospect want to live in a home with a pronounced — and pronouncable — style. A house that lacks this, or that has to be classified hesitantly isn't quite respectable in the Prospects' eyes. It's a little like a mongrel dog. They might inherit a mongrel dog quite by accident, but the Prospects aren't likely to go shopping for a mongrel. If they do buy one, they aren't willing to pay nearly so much for it as they would pay for a dog with a family tree. Apply the same attitude to houses and the moral is patent.

Fortunately, convention deals less harshly with houses than with canines, and all that a structure needs in order to be classifiable is the predominance of a single strain. Most houses have this and, as we said, offer little difficulty —

provided only that salesman, appraiser, or ad-writer is familiar with common types. The table printed herewith covers traditional styles likely to be found anywhere between Bangor and San Berdoo and can serve as a handy reference for your staff.

Now let's consider the difficult cases. By and large, these will fall into one of the following cate-

gories.

The house built without benefit of architectural style — four walls and a roof. This is the one case where you had best throw up your hands. The less said about architecture the better.

The "gingerbread" house. This is the house that was once the pride of the town. It is a combination of turrets, dormers, bulges, and cupolas — adorned with scrollwork trim. The design was hardly consistent enough to observe classification as a particular style. Perhaps the best way to refer to it is as "an older-type house" — or, in a pinch, call it Victorian.

The house where the architect has departed radically from anything ever seen before. The average prospect will name this himself as soon as he sees it — he'll call it "modern" or "modernistic." There's no particular reason why you should argue with him. If you're writing a description, however, you can call this sort of house "highly original," "individual," "functional," or even "non-conforming."

The older house that is a mixture of traditional styles. There's no reason why you shouldn't use terms like "English-Colonial" and "French-English" except that such combinations grate on purists' ears. Probably phrases like "modified Colonial," "English-type," and

"English adaptation," are best in this case. Be wary of improvisations that merge two distinct style names

Finally, there is the difficulty of classifying the contemporary house. An easy way out is just to say "contemporary" but that word sometimes gives the impression that you are being purposely vague. Also it doesn't do justice to the new home that has really distinctive touches of style, traditional or otherwise.

The truth is, of course, that the contemporary house has sloughed off the restrictions of any one tradition. We are in the middle of a free-style period where any of the traditional touches are likely to be found along with startling inno-

vations.

This is especially true of the popular ranch house, which is a development of the style that before World War II was called Spanish. This term refers to any rambling one-floor house — usually with a patio, terrace, or other outdoor living space closely tied in with the floor plan. As originally developed in the Southwest, the ranch house was an adobe, tiledroof structure; but today these limitations have vanished and it is built of materials best available in its locality. It is subject to any number of modifications, has definitely become a free style.

The ranch house combines especially well with modern characteristics, thereupon becoming a modern ranch house. At present, it is also often dressed up with a Colonial, French Provincial, even English aspect. Though this sort of thing may be lamentable from a purist viewpoint, it is nevertheless widely practiced.

(See chart on opposite page.)

Architectural Style	Roof	Fenestration	Mass	Materials	Chimney
Early American	Shed, gable, sometimes gambrel	Large paned windows, little variation	Solid rectangle, usually overhung in front	Clapboard siding	Large. Usually inside
Southern Colonial	Flat or low-pitched hip or gable	Small-paned windows and French doors; colonnades and shutters	Simple square, occasional balcony	Wood clapboard or siding; brick; plaster	Inside
Cape Cod	Gable. Roof area large in comparison with elevation	Small-paned windows, square or diagonal. Often casement in front	Small rectangle	Originally clapboard siding; now shingles often used	Usually inside; sometimes out
Dutch Colonial	Gambrel or curb	Small-paned windows; shutters	Simple square or rectangle	Originally brick; now clapboard or shingle	Iriside
New England Colonial	Gable	Small-paned windows; shutters	Simple	Clapboard or field stone	Inside. Sometimes on end
English	Gable and steep hipped	Small-paned windows, usually leaded; casements, dormers, bays	Rambling	Shingle; shake; brick; stucco and half-timbers	Massive; either "inside or out. Decorative caps
Monterey	Low-pitched gable	Large windows	Simple, two-story, with overhanging balcony	Stucco. Rarely wood or brick	On ends
Italian	Flat or low-pitched gable; tile	Small windows, grills, balustrades	Low, wide. Overhanging eaves. One or two stories	Stucco or masonry	Massive. On ends
French Provincial	Steep hipped	Windows rather small.	Square, rectangular, or rambling. Tower with cone roof	Brick or stone	Massive, high, inside
Swiss Chalet	Steep-pitched gable. Oranmental gables	Small-paned windows, leaded	Simple, picturesque. Two or three stories. Overhanging caves	Wood; half timber; half stone; shake, shingle	Thick. Inside. Decorative caps
Bungalow	Gable, projecting eaves	Medium size	One story. Overhanging eaves. Porch	Shingle; shake; sideboard	Not predomisant
Modern	Flat	Large windows. Corner windows common	Severe lines. J Compact	Stucco, concrete, brick, batten board, shingle, plywood, etc.	Inside or out
Ranch	Flat or shed; now other types are used, usually always low-pitched	Large windows	One story. Rambling. Built around a patio.	Variety. Makes use of what- ever materials are locally plentiful	Often massive

THE LAW SAYS!

By GEORGE F. ANDERSON, Legal Editor

F there were a substantial judgment against you, and your father should pass away, devising a nice clear six-flat building to you. this would be duck soup for your judgment creditor. And yet it may not be. A devisee has a right to reject a devise. *People vs. Flanagan*, 331 Ill. 203. This should be done by executing a disclaimer. For a form of a disclaimer read the case of Watson vs. Watson, 13 Conn. 83. If you did this the property would go to the heirs of the deceased, or to the residuary devices, and you could probably make some arrangements with them so as to count you in, and if not it may be that you would rather they get the property than the judgment creditor.

The situation would be different if the decedent died intestate. For an analysis of that situation I turn you over to the Court in the case cited: "But in case of descent, the heir cannot, by any disclaimer prevent the estate from passing to him. It vests in him immediately upon the death of the ancestor, and no act of his is required to perfect his title. He cannot, by any act, cause the estate to remain in the ancestor; for, the latter is incapable of holding it after death. Nor can he by disclaimer, transfer the estate to any other person, as the heir of the ancestor, for, as has already been observed the object of a disclaimer is not to convey, but to present a conveyance. He is, therefore, in the same situation, upon the death of the ancestor, as a purchaser who has assented to the conveyance. In both cases, a transfer can only be made by some instrument adapted to the conveyance of real estate.'

IT would seem that if I gave you a lease to certain premises for as long as you wish to live in the same, it would create a tenancy at will. You certainly would have a right to move out at will, and I ought to have a reciprocal right

to terminate the tenancy at my will. But things are not always what they seem, and in the case of Thompson vs. Baxter, 107 Minn. 122, the Court held that such a lease created a life estate and not a tenancy at will.

The exact wording of the lease was: "To have—and to hold the above rented premises unto the said party of the second part (the tenant) his heirs, executors, administrators and assigns for, and during the full term of while he shall wish to live in Albert Lea, from and after the first day of December, 1904." The Court said: 'The contract before us though somewhat peculiar or unusual as to the term of the tenancy intended to be created, is nevertheless clear and free from ambiguity. It granted the demised premises to defendant while he shall wish to live in Albert Lea. The lease under consideration embodies all the essentials of a life tenancy. It contains the usual words of inheritance necessary at common law, running to defendant, 'his heirs, executors, administrators and assigns,' and grants the right of occupancy for the term stated there-

WHEN you are closing a deal, and the buyer who signed the contract asks you to make out the deed to his wife, or to his daughter or to a stranger, do you feel any hesitancy in doing so? The danger, if there is any, is that the buyer may claim that he never asked you to do this. He may have a fight with his wife, at which time the full significance of the title being in her name, will dawn on him, and he will have forgotten that he asked you to convey to her, and you may find yourself in a very unpleasant situation.

Some lawyers are so careful that they will not make the deed to anyone other than the buyer in the contract, without an assignment of the contract to the proposed grantor. Such excessive care is not necessary. It is sufficient to have the buyer sign a request to the seller to convey the property to the proposed grantee. This operates as an estoppel, which has a definite and recognized operation in law, and will be a perfect defense to any suit by the lawyer.



Are Your Living Rooms

Passageways?

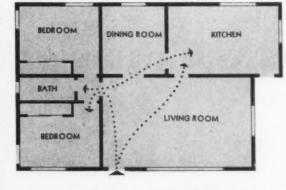
TODAY'S discriminating buyers are becoming more conscious of floor plans. In scrutinizing room arrangements, critical buyers are asking themselves, "How do I get from where I am to where I want to be?

Too often, perhaps, they find the answer to be, "Through the living room." The main traffic lanes in any house are from front entrance to kitchen, from kitchen to bedroom, and from all parts of the house to the bathroom. Unfortunately, in the desire to conserve space by eliminating hallways, it has been too easy to go to the other extremes and make the living room serve as a traffic artery as well.

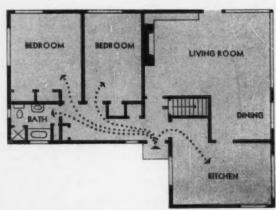
Most buyers want living rooms for privacy. Living rooms perform best as cul-de-sacs, with only one door.

Check the blueprints of those new houses you have on the drawing boards. Study the arrangement of rooms from the standpoint of traffic flow. Have you provided two doors, or three, leading out of the living rooms? Does this arrangement create a natural crossflow of traffic?

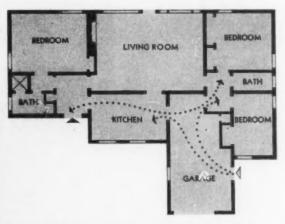
Don't consider all hallways as waste space. Often a short hall in the right place can connect the most important rooms and thus avoid "wasting" even greater space under the name of "living area." An example is shown here. In this small house you can enter kitchen, bedrooms or bath, without disturbing the occupants of the living room.



Traffic goes somewhere; too frequently through the living area



Sometimes a small hallway provides access to all rooms, as here



In this plan the garage doubles as a traffic detour - for privacy

MOST people are rather sensitive when they get ready to sell a home. Usually that house represents something they have been fairly proud to buy and own. It has signified a certain stature in the community and a certain solidity to their friends. Even when the sale is a preliminary step to something better, there is a slight touch of panic about the unknown future. There is sometimes a touch of chagrin, based on a feeling that if they were just a little smarter,

est in the seller and his problem, you have to go a step further. You have to substantiate your interest in him. You have to be a little like the driver in the strange town who took time to lead you to your destination.

Along with a sensitivity toward what might hurt us, we all carry at all times some steady hungers. We want recognition of our value as individuals. We crave appreciation of our superiority in certain fields of living. We want under-

tact with until it becomes habitual.

You put your "feelers" out. You look. You listen. You sniff. You sense what, in the total scheme of things, interests the other fellow. Having found it, you cudgel your brain to identify the good he must see in it. You then re-view him in the light of your discovery. You say to yourself: this man is interested in collecting butterflies, or refinishing furniture, or whatever it is, and in himself. These are worthwhile achievements and he enjoys them. You hurriedly estimate the probable time he must spend on his particular interests. This helps you understand or reconstruct his habits. You then try to fit this new information into your over-all picture of him.

When you take the steps to make a man your friend because he is what he is, you automatically acquire the ability to do business with him as one friend with another. It means that you can work together toward solving his problems and, incidentally your own problem, commission. It means that in the business of taking a listing on his property, you discuss and consider, rather than argue. You respect his position as seller because, understanding him, you like him. He respects your opinion as a home seller because he has already found you a perceptive and intelligent person.

Let us watch this sort of listing procedure in a fairly average sort of listing session. Suppose you have to come to interview the young wife of a man employed in a labor capacity at a local plant. (You did some sleuthing for this information before you started for the property.) This young couple own and occupy the house they want to sell. You want a favorable listing on it.

As you approach the neat little house, you notice that the flower beds are unusually attractive. The plants are vigorous, the flowers strikingly effective. You ring the bell and the door is opened by a wholesome but rather expressionless young woman. She lets you in, and you see at a glance that she must be a very dainty housekeeper. Everything about the property bespeaks of loving attention and energy spent on it. Woodwork gleams. Light fixtures shine. The furniture and rugs are colorful, but cheap. . . . The closet in the one bedroom is orderly, but very scantily filled. The kitchen cupboards are modestly stocked.

GET OWNER COOPERATION

Part II

By MARY WARREN GEER

Most important single issue in a listing is the real reason for sale, says the author. Your men can uncover it in two steps: Seek out a human "departure point" that characterizes the seller. Then discuss, question, and appreciate his interest and his basic reason for selling

they could hold onto this house, rent it until prices were better, and still buy another. There is often a little fear that their friends may interpret the move as some sort of "failure" on their part.

Being sensitive, most sellers conceal their real feelings about the sale. They are not going to risk possible rebuffs for what might be considered a "dumb" situation. Being normally sensitive, most sellers are alert for prying that might make them vulnerable to criticism. In a somewhat strange situation, they half expect strangers to try to "put something over" on them.

What does all this add up to? It simply means that at the same time you demonstrate your interstanding and justification of our point of view. Translate that into a statement about yourself. "You are a worthwhile person. You perform better than most in what you undertake to do. You are right in what you think."

The most important single issue in a listing is the real reason for sale. Sharing it with the home seller brings about a large measure of seller-cooperation. Your interest in him is reciprocated by his interest in you.

Oddly enough, this is no delicate undertaking. It is a neighborly procedure you already employ with many of the sellers you instantly like and understand. You simply carry over your friendly interest in people you come in con-

. . . You notice a little crack in the woman's shoe.

You are slightly puzzled, Laborers at the plant are making pretty good money, yet this couple seems to be living rather poorly. The woman seems calm. They probably are not in any trouble. She tells you, matter of factly, that they want to sell this house and buy another one. This isn't too newsworthy. So you weigh the evidence before you. The woman is a dainty housekeeper. You tell her, warmly, that she surely has made her house dainty and attractive, that it is a pleasure to get something so fresh and colorful to show.

She nods and says a polite, "Thank you." Hmmm. Wrong tack... The garden! Because you would really like to know, you ask her if she can tell you the name of the beautiful hibiscus bush out front. You would like one of that variety for your own yard. It is one of the most brilliant gold colors you have ever seen.

A flash of interest goes over her hitherto immobile face. For the first time she looks at you as if you were a live person.

Soooo She is a garden enthusiast. She knows soils and plant names. You talk gardens a little, producing whatever you know that might be of interest to her. You draw her out with questions that acknowledge her special ability.

Now you return to the listing picture, with gardens to lead the way. You say that it must be hard to leave this place she has gardened so beautifully, especially when some of her favorite plants wouldn't do so well elsewhere. Then you go on, because by now you are interested in how she has worked out this problem for herself, to ask if she would mind to tell you why they want to sell.

She seems quite proud and enthusiastic when she tells you that they want a bigger house, and in a better neighborhood.

Can this be right? When her shoe is cracked and the cupboards rather bare? You plunge ahead. You rejoice with her that then she will have the fun of working out a brand new landscaping scheme.

Her face clouds a little. It will be a pretty big job, she tells you. It took five years to bring this yard to its present state . . . and then she goes on . . . but she and her husband have felt for quite a while that it was foolish to go on paying for a one-bedroom house. If they

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later wanted to sell on a less favorable market, they might have a hard time disposing of it.

(Now think a minute. Is that the sort of a reason a seller would usually give a strange agent? It hardly recommends the property!)

So they decided to make a change while things were still "good" . . . and they have been saving every spare cent for the past two years so they could make a big down payment when the time came. Now they have enough, added to what the house will bring, to make this new start. That makes it pretty important to get the price they expect out of this one. Otherwise, there is no point to their selling. Then she asks if you think they will be able to get their price and so forth . . . the questions a seller usually asks.

You answer her questions. You commend her sound judgment. When you leave the house with the signed exclusive listing in your pocket, you know exactly what can be done with this listing. You know that the price and terms question is tied in with the future housing problem of this couple. You know you might be able to "couple" a price concession on

their part with a corresponding "custom fit" for them on the house they will buy.

They know that you, better than most, comprehend their problem. The friendly, interested impression you have made on the wife will have been relayed to her husband.

You have incidentally gained a little in "human" stature, and gained some sales ammunition. That garden is something special. You can do some intelligent talking with garden-minded customers.

Now that was a very much simplified example. The point of starting to "see" things together might have been reached in as many different ways as there are different kinds of people. It demonstrates the fact that there is, always, a human departure point.

You uncover the real reason for the sale in two steps. You explore for a human "departure point" that characterizes your seller. Then you discuss, question, and appreciate both this interest of his, and his basic reason for selling.

Mary Warren Geer, SELLING HOME PROPERTY, (Copyright 1951, Prentice-Hall, Inc., New York), pp. 80-88. Reprinted by permission of the publishers,



Open Forum For Your Legal Problems

Starting with this issue, the Journal will publish its readers' views on legal practices in real estate and home building. Our legal editor GEORGE F. ANDERSON, Moderator will act as moderator. Your problems and suggestions are invited

Dear Mr. Anderson:

"The article which prompted this letter is the one in the September issue of the Journal on forms for non-exclusives which contains the Golden Rule Listing blank. There is one suggestion I would like to make and I do not know whether it would be practicable or not, and that is, to include in this listing form somewhere that the owner shall quote the same price as the agent. Most of the trouble we have had with listings of this nature stems from the fact that the owner will probably quote his price without the commission, which immediately causes a buyer to lose all interest in the property in most cases. If it were possible to get this price established I think this non-exclusive listing blank would be almost as good as an exclusive.

M. O. WASSER Rapid City, South Dakota

I don't think it would be practicable to include this suggestion in non-exclusives for the following reasons: 1) A non-exclusive is not a contract and therefore the provision would not be binding. 2) The situation happens so seldom that one would hardly be justified

in providing against it. 3) A nonexclusive should be as brief and concise as possible so as not to arouse sales resistance.

Wasser's letter presents a fascinating question of law, and I shall discuss it with the class that I teach in law school, but I want your reactions to it first.

Dear Mr. Anderson:

"I want to take issue with you in reference to the preparation of a closing statement prior to the closing of a deal. For many years it has been my policy to prepare closing statements and have a copy in the hands of all interested parties at least a day previous to the closing in order that ample time may be had for the proper verification of the figures. I have never been criticized for it but have been commended many times for doing it this way. It saves time at the closing and if errors are made there is plenty of time for corrections. I would expect any competent attorney, representing a client, to verify the figures as part of his duty in properly concluding the transaction.

> Anonymous Chicago, Illinois

Dear Mr. Anderson:

"I am both a realtor and an attorney, and in a real estate transaction I believe there should be no conflict between the realtor and the attorneys. Unfortunately there often is, and the conflict often involves itself in inconsequentials such as pro-ratings. Since when is it the job of the lawyer to make all pro-ratings. Most lawyers are notoriously bad at arithmetic, and all of us have had the experience of sitting around while two of them laboriously add figures and argue whether a month has 30 or 31 days. Any bookkeeper in any competent real estate office can make these pro-ratings faster and more accurately than most attorneys, and this is where this detail should be handled.

A lawyer has a most important function in every real estate transaction. Most realtors now know this, and partly through them, the public is beginning to know it also. If lawyers continue to put on a false show of making a big noise about inconsequential title matters and simple arithmetic, in order to give the appearance that they earn their fee, both realtors and clients will soon see through the smoke screen.

True, the lawyer should check the pro-ratings to be sure that they are reasonably correct. We find that the best practice is for the realtor to submit summation statements to both lawyers for approval prior to the hour of closing, and before all final statements are prepared and checks drawn.

MANFORD A. SHAW Salt Lake City, Utah

The above two letters come as comments on an item in which I stated that when I represent a party in a real estate transaction, I didn't like to have the broker bring in the pro-ratings all worked out, that this made my client think that I was unnecessary, and that a real estate transaction was a matter of sufficient importance to go through the little ceremony of working out pro-ratings together.



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113 W. 57 St., New York 19, N.Y. N. Y. Herald-Tribune says: "Mr. Rostenberg has important advice on the preparation of a house for sale . . . (should) find a much wider audience than most volumes dealing with real estate."



If you're seeking a location for a suburban branch office, traffic counts can work well for you. A Burbank realtor found that 25,000 cars passed his location daily. So he designed an attention-getting office and erected a large sign to advertise listings



By Paul Vandervoort II

SIGNBOARD ADVERTISING PAYS

In these days of 50-cent dollars, it's a challenge to every realtor and home builder to find ways of squeezing more returns from advertising expenditures.

There are various ways to increase your returns. One way is to write better ads, but this applies mostly to newspaper advertising.

Another way is to find new media. A Burbank, California, realtor, for example, found that 25,000 cars passed his office every day. To take advantage of this tremendous traffic flow, his firm developed two methods of sign advertising which have paid for themselves many times over in sales.

In addition to the signs, the firm realized the attention-getting value of a striking office design, and planned the building to take full advantage of the excellent location

The firm erected an outdoor billboard for a cost of \$285. It uses large white aluminum letters which may be changed at will. The board is large enough to carry brief descriptions of three properties at a time.

Two indoor signs were installed in the front and side windows using the same type of letters as those on the billboard. These signs cost \$25 each and consist of steel oblong frames which have crossbars to support the six-inch high letters. Displayed against the background of the office interior, the white letters are highly legible and attract much attention, Clem Kolegraff, owner, says.

The striking brick pylon which bears the company's name was erected at a cost of \$1,000, but it

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is the key to the attractive build-

ing.

Clem Realty's building, which cost approximately \$8,000, is located on Glenoaks boulevard, one of Burbank's two main through streets. The boulevard is traversed daily by aircraft and other workers from many parts of the San Fernando Valley. Attractive sign advertising is therefore the ideal way to exploit this traffic.

Having attracted their attention with its billboard and window signs, Clem Realty makes it easy for patrons to stop in by providing a large parking area with access via an alley entrance.

This customer convenience is augmented by a side entrance to the building, so patrons may enter either from the street or parking lot. The interior is divided into large offices for staff members.





Realtor-builder Authors Book of **Duplex House Plans**

A new book, "Duplex Plans," has been written by Henry E. Dean, prominent realtor and home builder of Danville, California. Dean is a specialist in building duplexes. His book completely describes and shows plans for the building of one, two, or three bedroom duplexes and points out the advantages of income property.

New U. S. Gypsum Decorative Wallboard

New interior wall panel effects with wallpaper, paint, and textiles are now possible with a new gypsum wallboard product just announced by the United States Gypsum Company, Available in Plain, Knotty Pine, or Neutraltone Striated panel design, the paneled Sheetrock is 16 inches wide and can be applied as fast as wallpaper, according to the manufacturers. Exposed vertical joints gives a panel effect and eliminates joint finishing.

Frigidaire Adds New Sizes of **Room Air Conditioners**

Frigidaire Division, General Motors Corporation, Dayton, has added new one-third and three-quarter horsepower models to its room air conditioner line. The manufacturers say the complete line now offers

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the right size for any air conditioning requirement. The new models are similar in outward appearance and design to present models and are completely selfcontained and are said to be easy to install.

New Edition of Donley's Successful Fireplaces

The Donley Brothers Company of Cleveland has published a new edition of its Book of Successful Fireplaces. It includes details and descriptions of modern styles now coming into vogue as well as designs for all other types. Three of the new styles are the projecting corner, the projecting sidewall, and the double-opening styles.

Thermostatically-Controlled **Room Air Conditioners**

Two room air conditioners that will adjust themselves automatically to room temperature changes have been announced by the General Electric Com-pany, Major Appliance Division, Louisville. After the units have been turned on, the mechanism is controlled by a thermostat, adjustable to any one of six settings by means of a plastic dial.

Folding Aluminum Rolling Scaffold

A folding aluminum scaffold that rolls has been developed by The Patent Scaffolding Co., Inc., of Long Island City, New York. Known as Fold-A-Way, it is made up of tubular frames, with end frames hinged in such a way that the scaffold opens sideways with no member swinging more than 90 degrees. According to the manufacturers, one man can erect or dismantle the base section while standing within the base area.

Self-Nailing Switchboxes

According to the manufacturers, electricians can save up to 1/3 the time spent mounting switch boxes by the use of Williams Nail Fast switch boxes, which are supplied with two 16d nails in position through the box. The nail points are flattened somewhat so that the nails remain in position. Boxes are supplied with cable clamps in open position with screws staked so that they will not fall out. Manufacturer is H. E. Williams Products Co. of Carthage, Missouri.

Boom in Management

(Continued from page 26)

ed on a 'cold-turkey' basis are 15 and 20 years old. It isn't difficult to maintain that business if you solicit it personally just as you would new business." How do you overhaul management accounts and get

rid of "weak sister" tenants?

UDALL: "We get around that by selecting our own

tenants.'

How much should you charge for managing singlefamily houses?

Ten percent of the first month's rent; 5% of succeeding months. You should charge twice as much for furnished units as for unfurnished units."

Is there an opportunity for new management busi-

ness from foreign investors?

Keyes: "Yes. Aliens have to rely on management firms to manage their properties in the United States. There are certain tax advantages to alien investments. We never advise a foreign corporation to own United States property. We set up a United States corporation in Florida and let the foreign corporation own the stock.



George E. Mayer joined the firm of Robert A. Cline, Inc., Cincinnati, in 1945 and was appointed residential sales manager in 1948. Although the company's residential division has only been in operation for four years, it handled \$3,202,000 in brokerage last year. In addition to the sales division of 16 salesmen, the company has a large commercial and industrial department and departments for management, mortgage loans, and insurance. Mr. Mayer is a member of local and state real estate boards and a past president of the Society of Residential Appraisers.

"PERFECT HOME is one of our best confidence builders,"

Says Cincinnati Realtor

FOR THE PAST several years we have been endeavoring to expand and improve our residential sales division," says George E. Mayer, residential sales manager of Robert A. Cline, Inc., Cincinnati. "During this time we have tried many and varied advertising programs and mediums. Because of our desire to find which was effective and which was not, we made every effort to investigate the results.

"I can honestly say that PERFECT HOME Magazine, with its goodwill-building ability, is one of the very few for which we do have requests for additional copies. From our observations we know that it

becomes a part of the home into which it is sent.

"I am sure that Perfect Home is one of our best business-builders."

Perfect Home is not advertising in the strict sense, for it does not attempt to sell an item. Rather, it is a public relations plan . . . a plan that has been carefully developed to build confidence, goodwill, prestige for leading real estate, home building, and home financing organizations.

These organizations have come to depend on Perfect Home to go into the homes of key families of their communities each month, telling their story of high ethics, fair dealing, quality, and a thorough knowledge of what is new in home design, equipment, construction, decoration. Thus it builds third-party influence, getting the right people to

say the right things about them.

Such quality and interest in a house publication, as Mr. Mayer describes, would normally be within the reach of only the largest organizations. But through the PERFECT HOME Plan, cost to each participant is nominal. Editorial, art, and other preparation costs are shared among PERFECT HOME users throughout America. Personalization and mailing costs are in turn spread among the selected, reliable, local building factors who benefit from it.

A limited number of exclusive, annual, renewable franchises for Perfect Home Magazine are available to real estate, home building, or home financing companies of unimpeachable reputation. If inter-

ested, kindly address your inquiry to

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STAMATS PUBLISHING CO.
Cedur Ropids, lowa



- Those who predict say there is a potential market for a million new homes per year for several years to come. Although new families aren't being formed as fast, the rate of "moving around" and "undoubling" more than offsets it. After 1960 they expect a boom in real estate — war babies will be maturing then and forming new families
- Ed Stoll, assistant public relations director of NAREB, thinks women are here to stay, especially in the real estate business. Stoll authored an article which appears in the current issue of *Lifetime Living* called "Women Make Good Realtors." He also points out that many of the 4,000 women realtors have become well-known home builders with many homes and subdivisions to their credit.
- Now we have atomic plumbing ... but it doesn't take a presidential directive to order it into use . . . any alert property manager can use it if he can get it. Instead of ripping up floors and walls to find and repair plumbing leaks, plumbers inject radio-active iodine into piping, then follow it with a Samson meter to the point where it leaves the pipe.
- Better Business Bureau says look out for salesmen promising a premium price for remodeling jobs. It's being done right now in about 40 large cities. In return for the low price, the home owner agrees to let the contractor use his "job" for a showplace or testimonial. He is even promised commissions on sales made through this method. Actually, the owner is hoodwinked into paying the usual price for the job and often gets inferior material and workmanship.
- Realtor Roland R. Randall, Philadelphia, 25-year veteran in brokerage, large-scale home building, property management, and appraising, has switched over to real estate counseling entirely, discontinuing his other real estate activities per se. His firm solely represents its clients and collects a fee for its services.
- Although it's still rumor, chances are that Raymond Foley will soon resign from his job as head of the Housing and Home Finance Agency. Those in the know are vying for the job.
- One way to improve slums may be to adopt a housing ordinance proposed by the American Public Health Association, Inc. The ordinance sets forth minimum requirements for sanitary facilities in dwellings, and provides for enforcement by local health officers.
- Realtor Jack D. Weiler, New York City, gets Look magazine's plaudits in its December 2 issue. Energetic Weiler spends 80% of his time on philanthropic work. He is currently winding up his chairmanship of a drive to raise \$35 million in emergency funds for United Jewish Appeal.
- "Ranch style house with beautifully furnished atomic bomb shelter." That may soon be a typical first line in a real estate ad. At least it applies to the California home of Hal B. Haves, anti-nuclear construction authority. To demonstrate his theories, Hays has one room completely bombproofed with reinforced concrete, and it contains emergency oxygen supplies, food rations, and lighting equipment.

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